

February 1, 2025

17 Principles of Success

By

W. Clement Stone

W. Clement Stone, a prominent businessman and self-help book author, has left a significant mark on the genre of success literature. His work, particularly the "Believe and Achieve: W. Clement Stone's 17 Principles of Success," outlines a series of principles that aim to guide individuals towards achieving their personal and professional goals. These principles are not just theoretical concepts but are derived from Stone's own experiences and the observations of other successful figures such as Andrew Carnegie, Henry Ford, and F.W.

Woolworth. The book emphasizes the importance of a positive mental attitude (PMA), which Stone believed was the cornerstone of achieving success. This philosophy was shared and further developed in collaboration with Napoleon Hill, another giant in the field of success literature, resulting in the classic "Success Through a Positive Mental Attitude." The principles laid out by Stone are timeless and have been applied by many successful entrepreneurs and leaders, including modern achievers like Tom Monaghan, Mary Kay Ash, Larry King, and Steve Jobs. Stone's life itself is a testament to the power of these principles. Starting from humble beginnings, selling newspapers on the streets at the age of six to

support his family, he demonstrated entrepreneurship, tenacity, and optimism—qualities that would define his career and contributions to the world of self-help and personal development. His principles encourage setting high goals, fostering a positive outlook, and converting potential into actual power to achieve and maintain success. Stone's work continues to inspire and motivate individuals to this day, proving that the principles of success are indeed universal and can be applied by anyone willing to embrace them and put in the necessary work to realize their dreams and aspirations.